

CLAIMS

We claim:

5 *Part 47*
1. A method of doing business on a network comprising:

10 providing a user with a [means to extract one or more sessions from one or more Web server logs
of one or more Web server systems of one or more online stores;] — structure, b4th of 35 use 1/2

15 providing the user with a [means to derive one or more micro-conversions from one or more
sessions from one or more online stores;] — structure

20 providing the user with a [means to visualize clickstream data from one or more
micro-conversions;] — structure

25 providing the user with a [means to interactively request one or more variations of the one or more
clickstream data visualizations;] — structure

30 providing the user with a [means to interactively generate and view one or more variations of the
one or more clickstream data visualizations upon the user's request;] and — structure

35 providing the user with a [means to store one or more generated clickstream data visualizations in
one or more computer memories.] — structure

2. A method, as in claim 1, where [the micro-conversion is a shopper's conversion from one shopping step to another for a particular product or service.] - further limits structure no active step

5 3. A method, as in claim 2, where [the shopping steps include a product impression that is the view of a hyperlink to a Web page presenting a product or service, a clickthrough that is the click on the hyperlink and view of the Web page of the product or service, a basket placement that is the placement of the item in the shopping basket, and a purchase that is the purchase of the item and the completion of the transaction.] - further limits structure, no active step

4. A method, as in claim 1, where [the clickstream data is a collection of micro-conversions of one or more shoppers for one or more products and/or services sold in one or more online stores.] -

5. A method, as in claim 1, where [the visualization of clickstream data comprises a traditional parallel coordinate system and one or more extension components including one or more parallel axes of sequential events, one or more dependent variable values of timestamps, one or more dropouts of polygonal lines, one or more filters, one or more categorizers, and one or more hyperlink associations.] - means to visualize further limits structure no step
indefinite no antecedent, per se

6. A method, as in claim 5, where [the traditional parallel coordinate system is a parallel coordinate system comprising a series of parallel lines that are placed equidistantly, each parallel line being assigned a specific dependent variable and dependent variable values being plotted along the respective axis, and an independent variable that is represented by polygonal lines connecting the

corresponding dependent variable values and illustrating a relationship between an independent variable and the dependent variables appearing on each axis.

— further limits structure,
no step

7. A method, as in claim 5, where [the parallel axes of sequential events is an assignment of a series of sequential events to parallel lines in a parallel coordinate system.]

— further limits structure,
no step

8. A method, as in claim 7, where [the sequential events include any one or more of the following: one or more steps of shopping in one or more stores, and one or more product or service development steps.]

— further limits structure, no step

9. A method, as in claim 5, where [the dependent variable values of timestamps is an assignment of timestamp values as data points to a series of sequential events that are assigned to the equal number of parallel axes in a parallel coordinate system.]

— further limits structure,
no step

10. A method, as in claim 5, where [the dropout of a polygonal line is the disappearance of a polygonal line before the line reaches the last parallel axis in a parallel coordinate system with the parallel axes of sequential events.]

— no step

11. A method, as in claim 5, where [the filter is a means to select and/or de-select one or more groups of polygonal lines viewed in a parallel coordinate system.]

no step

12. A method, as in claim 5, where [the categorizer is a parallel axis in a parallel coordinate system whose purpose is to categorize polygonal lines in the system.]

— no step

13. A method, as in claim 12, where the categorizer includes one or more of the following: the referrer Web sites of sessions, the ISPs (Internet Service Providers) of sessions, the lengths of sessions, the methods used to find product information by sessions, the geographic regions where sessions come from, the ages, sex, education levels, and income levels of the owners of sessions, the sales history of the owners of sessions, the Web page patterns accessed by sessions or by the owners of sessions, either or not ordered by session, or by time.] no step

14. A method, as in claim 5, where the hyperlink association is the association of one or more hyperlinks with the polygonal line representing a session, clicking on the polygonal line opens a Web page providing detail information of the session.] - no step

15. A method, as in claim 1, where the user can identify where the online store loses customers, and/or how many customers are lost, by looking at the dropouts of one or more polygonal lines in the clickstream data visualizations. — close because it approaches active step — but it isn't actually done, no step
it is merely a capability of the structure that allows this

16. A method, as in claim 1, where the user can view one or more variations of the clickstream data visualization by selecting and/or deselecting one or more groups of sessions in the visualization by using one or more filters. — close, but no step

17. A method, as in claim 1, where the user can view one or more clickstream data visualizations for sessions of different shoppers categorized by one or more values of the categorizer axis.

close, but no step

18. A method, as in claim 1, where the user can view one or more Web pages providing detail information of one or more sessions by using one or more hyperlink association, i.e., by clicking on one or more polygonal lines representing one or more sessions.

close, no step

19. A method, as in claim 1, where the user can store one or more snapshots of the clickstream data visualization of the online store, and later compare the stored snapshots of the visualization to understand the changes in the performance of the online store.

close, no step

20. A method, as in claim 1, where the user develops and/or updates the strategies for the Web design, marketing and merchandising based on the findings from the clickstream data visualizations.

antecedent basis in claim 1?

- looks like an active step by the user, but make sure it moves to "a method of doing business as per preamble of claim 1."

21. A method, as in claim 1, where the user adjusts and/or updates the appearance of the Web design or navigation paths of the online store and/or other Web presentations of the store's marketing and merchandising efforts including advertisement banners and product or services layouts to reflect the developed/updated strategies based on the analysis results.

- looks like active step but make sure it moves to "meth. of doing business"
- also does all of circled subject matter find basis in claim 1?

add B1